



## IDAHO STATE LIBRARY

Library Services and Technology Act (LSTA) administered by

The Institute of Museum and Library Services

### Advocacy/Marketing Interim Report

1. Date: \_\_\_\_\_
2. Grant Agreement #: \_\_\_\_\_
3. Grantee: \_\_\_\_\_
4. Prepared by: \_\_\_\_\_
5. Telephone: \_\_\_\_\_
6. Email: \_\_\_\_\_
7. Project Name: \_\_\_\_\_

#### Instructions:

If you have any questions about filling this out, please contact the Advocacy & Marketing Consultant at the Idaho State Library. Refer to your original grant application and complete the following:

8. Program purpose (please restate your program purpose or reword your program purpose if your service, intended audience and intended benefits have changed):

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9. After receiving your message, the target audience will have a change in:

- ☐ Attitude
- ☐ Skill
- ☐ Behavior
- ☐ Knowledge

## Program Model

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### 10. Activities

What have you developed or created in preparation for your marketing campaign? What still needs to be done? Please attach any materials developed for measuring success, i.e., partnership agreements, surveys, print out of your web page, photos of materials, etc.).

Completed	Pending

### 11. Outputs, Indicators, Timing & Goals

Are you still on target or have some of your measures changed? Please restate or rewrite your outputs, indicators, timing and goals:

Output: What will you measure?	Indicator: What will that measure show?	Timing: When will you measured?	Goal: How many people will change?

## Marketing Plan

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### 12. What is your message?

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### 13. Who are your partners?

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- 14. Promotion.** Fill in the activities that have been completed or scheduled. Attach copies of printed or published materials.

What	Who	When	Results
<b>Newspaper</b>			
▪ Articles			
▪ Editorial			
▪ PSAs/Ads			
<b>Radio</b>			
▪ Talk shows			
▪ PSAs			
<b>TV</b>			
▪ Talk shows			
▪ PSAs			
<b>Other</b>			
▪ Direct mail			
▪			
<b>Publications</b>			
▪ Flyer/brochure			
▪ Flyer/brochure			
▪ Poster			
▪ Other			
<b>Events/Presentations</b>			
▪			
▪			